

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions and listings of claims in the application:

LISTING OF CLAIMS:

1. (currently amended): A television network content delivery system configured to provide advertising information via a digital broadcast channel of a television network which is a cable network or a satellite network, said television network content delivery system comprising:
 - a data gateway configured to store the advertising information, the advertising information being adapted by a cable content generator for transmission over the digital broadcast channel of the television network based on content information received from an advertiser over an internet;
 - an advertising information retriever configured to:
 - process a user search received via the digital broadcast channel of the television network,
 - determine whether the received user search includes a designation of a geographic location, and
 - ~~to retrieve the advertising information from said data gateway for a local area of the user~~ based on the user search unless the user search is determined to include the designation of the geographic location, and
 - retrieve the advertising information from said data gateway for a designated geographic location if the received user search includes the designation of the geographic location; and
 - an advertising information provider configured to transmit, based on the user search, advertising information retrieved by said advertising information retriever via the digital broadcast channel of the television network,
 - wherein the user search is an advertiser search command that comprises at least a category of advertising, ~~and~~

~~wherein the advertising information retriever retrieves the advertising information for a local area of the user based on the search command unless the search command includes a designation of a geographic location.~~

2. (Currently amended): The television network content delivery system of claim 1, wherein:

the user search is transmitted by a user via a set-top box or a television to the digital broadcast channel of the television network,

based on the designated category of advertising, the advertising information retriever searches advertising information listings stored in the data gateway and selects the advertising listings that match the designated category and other criteria,
and

the set-top box or the television is connected to the television network via at least one of a cable wire, an antenna receiving a television broadcast frequency, a satellite dish or other wireless connection.

3. (previously presented): The television network content delivery system of claim 1, wherein the advertising information includes at least one of an advertiser listing, a text message, a survey questionnaire, a picture, an audio clip, and a video clip.

4. (previously presented): The television network content delivery system of claim 1, wherein the television network content delivery system is implemented as at least two data processors comprising a cable headend server and a master server.

5. (canceled).

6. (currently amended): The television network content delivery system of claim 1, wherein the advertiser search command includes ~~at least one of the advertising information~~

~~geographic selection and an advertising information temporal selection, and the method further comprises:~~

~~selecting, respectively, advertising information designated by the advertiser for the designated geographical location and the advertising information designated by the advertiser for a designated time period.~~

7. (previously presented): The television network content delivery system of claim 1, wherein the category of advertising is one of a field of business endeavor of the advertiser, type of organization of the advertiser, and type of product advertised by the advertiser.

8. (previously presented): The television network content delivery system of claim 1, further comprising a delivery status interface configured to generate a report provided to the advertiser about delivery of the advertising information over the digital broadcast channel of the television network, the report indicating the number of times the advertising information was viewed.

9. (currently amended): The television network content delivery system of claim 1, wherein the advertising information retriever is further configured to process another user search including one of a response to a survey questionnaire transmitted to the user as the advertising information and an order for a selected product via the same digital broadcast channel.

10. (currently amended): An advertising content interface configured to provide advertising information adapted for transmission over a digital broadcast channel of a television network by a television network headend, said advertising content interface comprising:

an interface unit configured to receive content information from an advertiser via an internet in an internet format;

a cable content generator configured to process the content information received by said advertiser interface, and convert the processed content information into a cable network format or a satellite network format that is retrieved by a retriever as an overlay over any of cable

~~network or satellite network channels as requested by the retriever and to generate advertising information adapted for transmission over the cable network; and~~

a data gateway configured to store the advertising information generated by said cable content generator and to respond to an information demand from the cable network by providing the advertising information to the cable network headend for transmission over the cable network.

11. (original): The advertising content interface of claim 10, wherein the data gateway provides the advertising information to the cable network headend for transmission over the cable network responsive to the information demand, the information demand being a transmission of a user command over the cable network by a user.

12. (original): The advertising content interface of claim 10, wherein the content information includes at least one of a geographic parameter and a temporal parameter, such that the cable network transmits the advertising information corresponding to the content information only within, respectively, a geographical area and a time period.

13. (original): The advertising content interface of claim 10, wherein the advertising information includes at least one of an advertiser listing, a text message, a survey questionnaire, a picture, an audio clip, and a video clip.

14. (original): The advertising content interface of claim 10, further comprising a business mediator, configured to validate an order from the advertiser, the order requesting transmission of the content information to be transmitted.

15. (original): The advertising content interface of claim 10, further comprising a delivery status interface configured to generate a report provided to the advertiser about delivery of the advertising information over the cable network, the report including the number of times the advertising information was viewed.

16. (currently amended): A method of receiving content information and to provide advertising information over a cable network or a satellite network, said method comprising:

- receiving content information from an advertiser via an internet;
- processing the content information received and generating advertising information adapted for transmission over the cable network;
- storing the generated advertising information;
- receiving via the digital broadcast channel of the television network which comprises a the cable network or the satellite network an advertising search;
determining whether the received advertising search includes a designation of a geographic location; and
- ~~retrieving the stored advertising information for a local area of a user based on~~retrieving the stored advertising information for a designated geographic location if the
~~to the advertising search unless the advertising search is determined to include the designation of~~advertising search includes the designation of the geographic location; and
- providing the retrieved advertising information via the digital broadcast channel of the television network,
- wherein the advertising search is an advertiser search command that comprises at least a category of advertising; and
- ~~wherein the retrieved advertising information is advertising information for a local area of the user based on the search command unless the search command includes a designation of a~~
geographic location.

17. (original): The method of claim 16, wherein the advertising information includes at least one of an advertiser listing, a text message, a survey questionnaire, a picture, an audio clip, and a video clip.

18. (currently amended): The method of claim 16, wherein the advertising search includes at least one of the designation of the advertising information geographic location selection and an advertising information temporal selection, and the method further comprises:

selecting, respectively, the advertising information designated by the advertiser for at the designated geographic~~geographical~~ location and the advertising information designated by the advertiser for a designated time period.

19. (currently amended): The method of claim 16, further comprising processing a user search including at least one of a response to a survey questionnaire transmitted as the advertising information and an order for a selected item based on the advertising information via the same digital broadcast channel.

20. (previously presented): The television network content delivery system of claim 1, wherein the user search is provided to the television network via the satellite network and wherein the advertising content is provided as an overlay on a television channel being viewed by the user.

21. (canceled)

22. (currently amended): The advertising content interface of claim 10, wherein the cable content generator generates the advertising information adapted for transmission over a~~the~~ satellite network.